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ABSTRACT

A study examined readership and consumer patterns for subscribers of a new upscale home and garden magazine, in order to construct a demographic profile of the typical subscriber and to determine the magazine content preferred by these subscribers, as well as the lifestyle maintained by these individuals. Subjects, 603 randomly selected subscribers to "South Florida Home and Garden" magazine completed a mailed questionnaire. Results indicated that respondents were financially well off and stable with an average age of 43.5 years. Of the respondents, 71% were female, 74% were married, 60% were without young children in the home, 71% had at least some college education, 57% were employed, and 32% worked in top management with a median salary of $50,000. More than 82% owned their own homes worth a median $125,000. Subscribers indicated they preferred to read interior decorating features, especially articles on home design and decorating ideas. Articles on gardening were also popular. Respondents' life styles called for frequent dining out, home entertainment, extensive domestic and foreign travel, and regular use of alcoholic beverages. Findings support those revealed for other home and garden publications in Houston, Dallas, and Phoenix, indicating that the publisher has reached the target market for the new magazine. (References and tables of data are included.) (NKA)

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READING ABOUT TODAY'S HOMES AND GARDENS: A SUBSCRIBER PROFILE OF A NEW MAGAZINE

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READING ABOUT TODAY'S HOMES AND GARDENS:

A SUBSCRIBER PROFILE OF A NEW MAGAZINE

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This paper studied readership and consumer patterns for subscribers of a new shelter magazine. The project was the first study for the publication and attempts to generate a demographic profile of the primary readers as well as a description of consumption related to lifestyle and readership of the magazine. The study sought to answer these questions: (1) What is the demographic profile of subscribers? (2) What magazine content do these subscribers read? (3) What lifestyle do these individuals maintain?

A total of 1,000 subscribers were randomly computer selected from a census of the subscribers to South Florida Home & Garden magazine in spring 1986. A self-administered mail questionnaire was developed and mailed, preceded by an alert letter. From this sample, a response of 60.3 percent was obtained, an n = 603.

Respondent subscribers are well off and stable. They are 43.5 years old, 71 percent female, 74 percent married, but 60 percent without young children in the home, 71 percent with at least some college education, 57 percent employed, and 32 percent in top management with a median salary of $50,000. Over 82 percent own their own home worth a median $125,000.

Readers prefer interior decoration features, mainly major articles on home design. Decorating ideas are also popular, as are major articles on gardening. Book reviews, classifieds, and letters are least read.

Respondents have recently remodeled or redecorated their homes also. Their lifestyles call for frequent dining out, home entertainment, extensive domestic and foreign travel, and regular use of alcoholic beverages. Readers, as expected, are avid and active gardeners and landscaping enthusiasts. Finally, these individuals are financially well off, with a median net worth of $250,000 and investment portfolios worth a median $75,000.

These findings are similar to those of shelter publications in Houston, Dallas, Phoenix, and of two regional magazines as well, indicating the publisher has reached his target market for the new magazine.

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READING ABOUT TODAY'S HOMES AND GARDENS:
A SUBSCRIBER PROFILE OF A NEW MAGAZINE

Starting a new publication is perhaps one of the most exciting activities in journalism. There is a certain element of risk and doubt. Editors and publishers want to know if their product, once conceived and debuted, has been positively received by their subscribers and readers. Advertisers want to know who reads the magazine and what the readers' buying power might be. Mogel noted that among other problems, reader apathy and lack of advertiser support are troublesome for creators of a new publication (pp. 140-41).

There is still another problem. It is difficult, both in terms of time and money, for a publisher to test a new product before it enters the market. Henry Luce, for example, reportedly spent $30 million on Sports Illustrated before it began to make money (Mogel, pp. 140-41). The product is best researched and tested after is reaches the newstands and homes of charter subscribers.

Rivers said that of the 200 magazines that were founded in 1981, only ten percent survived the first year (Rivers, p. 1). Those failing did not survive because of poor business choices, failure to study the market and the market's editorial needs, and lack of support from advertisers (Rivers, pp. 17-18).

When a new magazine is conceived, shrewd publishers and editors will do a preliminary round of research before debut of the first number to increase chances of success. And, after the publication has established stable subscription and newsstand sales patterns at the end of the first year, publishers should test the market to determine if their assumptions have been correct. There are numerous ways to do this, such as reviewing circulation patterns and conducting market survey research. Johnson and Tims note such information as readers' evaluations and levels of readership can have a tremendous impact on editorial decision-making (Johnson and Tims, p. 96).

This paper describes subscribers of a new magazine. It seeks to profile subscriber-readers attracted to a new home and garden magazine designed for the upscale lifestyles of South Florida's affluent.

Growth of such new magazines in the sunbelt is well documented. Hynds points to this expansion, especially noting the development in metropolitan areas (p. 1). There are several new regional shelter/home and garden category publications in the south and southwest as well. The first of the "modern breed" of these sunbelt shelter/home and garden magazines was Southern Living, founded in 1966 in Birmingham, Ala. Since then, these shelter/home and garden magazines have been established: Houston Home & Garden (1974), Southern Accents (based in Atlanta, 1977), Texas Homes (Dallas, 1977), Dallas-Fort Worth Home & Garden (1978), Phoenix Home/Garden

(1980), and South Florida Home & Garden (Miami, 1984). National leaders in this class of magazine have been established as long ago as House Beautiful (1896), House and Garden (1901), and Better Homes and Gardens (1924), and as recently as Colonial Homes (1975) and The Homeowner (1976). Many times these new shelter magazines are offspring of more established magazines. Better Homes and Gardens illustrates this with publications devoted exclusively to building ideas, Christmas decorations, home furnishings, and the like (National Research Bureau, pp. 6-42 - 6-46).

An increasing amount of scholarly attention is being given to magazine readership. While much is still proprietary, some publishers have shown a willingness to share findings. Much of this in-house research takes the form of descriptive demographic and readership studies published for advertising clients (Garrison, p. 5). Magazine readership has taken a multitude of approaches. Much readership research today focuses on readers' uses and gratifications of the magazine (Towers and Hartung; Shoemaker and Inskip). Entertainment was determined to be a primary motivation of readers by Lichtenstein and Rosenfeld.

Studies of readership and consumer profiles by regional home and garden/shelter magazines have determined readers to be upscale. Readers are typically in their 40s, female, married, college educated, well paid ($50,000+ median income), professionals, and homeowners.

For example, here are recent reader demographic profiles from five major regional shelter/home and garden publications:

Phoenix Home/Garden readers in 1984 were median age 46, 61.8 percent female, 83.8 percent married, 78.5 percent attended or graduated college, well paid ($51,890 median income), 45.9 percent male and 34.8 percent female professionals, and 96.5 percent homeowners (C.I.C. Research).

Southern Accents readers in 1984 were median age 51, 85.3 percent female, 78.5 percent married, 91.5 percent attended or graduated college, well paid ($72,700 median income), 55.7 percent professionals, and 96.1 percent home owners (Simmons Market Research Bureau).

Houston Home & Garden readers in 1984 were median age 39, 66.0 percent female, 81.0 percent married, 84.0 percent attended or graduated college, well paid ($69,073 median income), 32 percent top management, and 70.0 percent home owners (Bowdren Associates).

Dallas-Fort Worth Home & Garden readers in 1984 were median age 42, 71.0 percent female, 80.0 percent married, 78.0 percent attended or graduated college, well paid ($57,237 median income), 28 percent top management, and 72.0 percent home owners (Bowdren Associates).

Southern Living readers in 1985 were 27.2 percent age 35-44, 81.2 percent married, 73.2 percent attended or graduated college, well paid ($44,070 median income), 47.6 percent professionals or managers, and 90.7 percent home owners (Southern Living Research).

In addition to primary reader/subscriber demographics, these studies normally look at readership and consumer behavior variable categories such as entertainment and alcoholic beverage consumption, home furnishings and home improvement, investments and home ownership/real estate, household expenditures, travel and recreational activities, automobiles, art and antiques, and fashion and accessories (Simmons Market Research Bureau, Bowdren Associates, C.I.C. Research).

Released research about shelter/home and garden magazine readership varies widely. One frequently found variable is competing magazines and newspapers regularly read. Studies also ask specific questions about content of the magazine (what is read, liked, disliked, and what should be reduced and increased in amount and frequency of appearance). Some readership variables focus on advertisements as well (used services from ads, made purchases based on ads, and so on). Issue retention is another variable often viewed in terms of retention in the home and in terms of passing it along to friends and offices.

Studies of the publications listed above have found the consumer research concerns about primary readers:

Alcoholic beverage consumption: This variable set includes whether alcoholic beverages are served in the home, how often, what types of alcoholic beverages are purchased and served, and whether beverages are purchased in large quantity or not.

Automobiles: Most studies determine the number of automobiles owned or leased by a household, the make and year, whether these cars are foreign or domestic in origin, and whether a new car purchase is planned within a certain time period.

Entertainment: A major concern here is the amount of dining out by readers. Frequency is studied in terms of dining during business and for pleasure. Dining and entertaining with guests in the home is also a frequent variable in the literature.

Fashion and accessories: This category seeks to measure purchases of jewelry and watches, fragrances, and clothing in terms of type, frequency of purchase, value, and where the items were purchased.

Home furnishings and home improvement: Variables here include furniture owned and plans to purchase new furniture within a time period. Variables here also consider redecorating and remodeling and plans to redecorate or remodel. Interests here include timing of home improvements (within the past year or two or planned within the next year or two), type of home improvement project, and landscaping.

Home ownership/real estate: In addition to the variable involving ownership, an important variable is median and mean home value, ownership of a second home and its value, and type of dwelling. Occasionally, whether the reader has used a real estate agent on previous sales and purchases of real estate is a variable.

Household expenditures/purchases: Clearly this is an important category for advertisers. Among the oft-measured variables are major and minor products within a recent time period and planned for purchase within a recent time period. High technology is a new variable, with the expansion of home satellite dishes, cable television, home computers, and so on.

Investments/finances: Variables focus on types of investments (e.g., stocks, bonds, mutual funds, and so on), median and mean market value of investment portfolio, and median and mean net worth of household. Also measured are type of financial services institution used and credit cards used. This category also often includes ownership of luxury items (e.g., swimming pool, private airplane, yacht, tennis court, and so on). Some researchers also include ownership of antiques and art in this category while others prefer to set these variables aside as a separate category.

Travel and recreational activities: Travel variables include domestic and international travel frequency, business and pleasure travel frequency, destinations, and mode of travel. Another variable is valid passports held by family

members. In terms of recreational activities, magazine studies have measured types of activities (such as theater, movies, health clubs, and so on). Some studies specifically measure sports participation by readers.

RESEARCH QUESTIONS

There are three general questions relating to the primary reader of a new shelter/home and garden magazine. Answers to these questions provide a full readership and market profile. The main research question is:

Who reads a newly established home and garden magazine?

To answer this question, these three specific questions are asked:

(1) What is the demographic profile of subscribers to the magazine?

(2) What magazine content do these individuals read?

(3) What lifestyle do these individuals maintain?

METHOD

To answer the research questions, a self-administered mail questionnaire was developed. It focused on creating a profile of the subscribers' lifestyles and reading habits. The questionnaire was produced in an eight-page booklet format.

About a week before the questionnaires were mailed, an alert letter was sent to each household in the sample describing the study and its purpose. It notified households

that the questionnaire was being sent within a week. In the mailing kit, a cover letter was mailed with the questionnaire. A $1 bill was included in each mailing kit as a thank you for participation. The study sought to reach primary readers of the magazine.

Respondents from an upscale subscriber population in South Florida were selected for this study. A population of subscribers/readers of a new house and garden magazine, South Florida Home & Garden, was used. South Florida Home & Garden debuted in fall 1984. From the list of subscribers, a computer-generated interval sample created an initial sample of 1,000 households. Approximately two weeks after the initial mailing, a follow-up reminder/thank you post card was mailed to all households in the sample. Data were collected during late spring 1986. Data were coded, processed and analyzed using subprograms of the Statistical Package for the Social Sciences (Nie, et al, 1975).

FINDINGS

A total of 603 households responded in the study, a total response rate of 60.3 percent.

Readers and Readership of the Magazine

Who are the readers? Respondents are a median age 43.5, 70.8 percent female, 74 percent married but 60.4 percent have no children 17 or younger in the home, 71.3 percent with at least some college education, 57.2 percent full time

employed, 32.3 percent in top management, have a median household income of $50,018, 82.4 percent own their primary residence worth a median of $125,007, have an investment portfolio worth a median of $75,025 (excluding the home), and have a median net worth of $250,001. Respondents' spouses are 30.5 percent in management, 68.7 percent with at least some college education, 70.1 percent full time employed, and a median age 44.8.

What do these individuals read? Readership is measured in several ways. First, 78.0 percent read part or all of the four most recent issues. A total of 35.7 percent of spouses read all four issues. In terms of pass-along readership, 51.2 percent did not pass along even one of the last four issues. Each issue received a mean of 2.46 readers and a median of 1.59 readers.

Readers are most often savers and frequent users of the magazine. A total of 58.4 percent of the respondents saved all of the last four issues, while 21.1 percent saved none. A total of 48.1 percent referred to the magazine three or more times. Only 15.8 percent did not refer to it after initial reading. Most readers spend from one to two hours with the magazine (41.8 percent). A total of 31.0 percent read the magazine for two to three hours.

Other publications read by these readers are: The Miami Herald (38.4 percent), Fort Lauderdale News and Sun-Sentinel (13.0 percent), Palm Beach Post and Times (11.3 percent), Miami News (6.5 percent), Palm Beach Life magazine (4.3 percent).

As shown in Table 1, the most popular sections of the magazine are interior decoration features. Major articles on home design received the highest readership support (73.6 percent). Decorating ideas were also popular (70.8). Major articles on gardening were also rated high (69.6). However, major articles on home entertainment (47.3) were not as popular. The weakest portions of the magazine were regular features on book reviews (26.6), classifieds (25.6), letters to the editor (25.4), and the editor's column (19.6). Readers want more articles on decorating (33.3 percent), major articles on home design (28.8), garden care (27.8), and major articles on gardening (24.6).

Table 1 goes about here

Readers often take action after reading the magazine. Among the most frequent activities are: cooking a dish a from a recipe in the magazine (35.9 percent), mading a major purchase as a result of reading the magazine (11.5), making a minor purchase after reading the magazine (11.6), visiting advertised real estate in the magazine (4.3), using a decorating idea seen in the magazine (45.7), consulting a

designer or architect after reading the magazine (5.1), visited a nursery (32.4), or discussing an article with someone after reading the magazine (61.2).

Living Environment

As noted earlier, South Florida Home & Garden readers mostly own their own home (82.4 percent). Another 9.7 percent own a condominium or other type of residential property. These readers also live exclusively in this home (76.5 percent), although a minority of respondents (8.1) own second homes or other properties such as condominium (9.1). The second home is valued at a median $75,006.

The primary residence frequently reflects the South Florida lifestyle: it contains a swimming pool (44.9 percent), tennis court (5.0), sauna or steam room (4.8), greenhouse (7.0), whirlpool or spa (13.6), patio (75.4), deck (32.3), security system (24.1), hot tub (6.0), and a garden (63.9).

Respondents have recently decorated, redecorated, remodeled, or added on to the home. A total of 48.4 percent said they had made changes in their home in the last six months; another 22.2 percent did so within a year.

Changes that have recently taken place, or are planned in the near future, are most often in rooms used by the family. They include the living room (37.5 percent have already made changes/25.1 percent plan to do so), dining room (23.7/17.8), kitchen (24.3/22.3), game room and family room

(16.7/14.3), library and/or den (11.7/6.7), patio or terrace (26.8/26.6), hall or foyer (9.3/9.6), bathroom (25.7/26.4), master bedroom (25.2/23.1), other bedrooms (20.2/20.1), home office (8.7/9.5), and carport-garage (6.3/10.3).

In terms of interior decoration, respondents have added a home alarm system (7.5 percent have already added/7.0 percent plan to add), furniture (53.6/43.2), heating or air conditioning (14.0/10.5), outdoor furniture and assessories (25.9/24.3), wall covering (27.5/36.2), floor covering (33.6/40.6), solar energy products (5.8/4.8), china, glassware, crystal (31.4/10.7), stoves or heaters (3.2/2.8), lighting fixtures or lamps (36.4/30.8), and window coverings (36.7/31.1).

With high expendable incomes, these individuals have added numerous possessions for their homes. These items have been purchased or respondents plan to purchase: color television (30.1 percent/15.4 percent), stereo components (23.4/12.7), video camera (7.2/8.8), blank audio tape (34.6/15.2), pre-recorded audio tape (27.2/14.2), blank video cassettes (41.2/24.5), VCRs (22.5/13.7), electronic typewriters (10.5/3.5), long distance telephone service (23.5/3.0), additional telephones or extensions (20.7/7.5), packaged stereo systems (8.5/5.5), pre-taped video cassettes (12.0/9.0), car phones (3.7/4.5), personal computers (10.9/12.4), video games (6.8/2.3), cameras (18.4/3.7), large screen television (2.5/5.3), and computer software (14.5/13.5).

Interior design decisions are made by joint decisions of the respondent and spouse in 58.5 percent of the cases. Of those remaining, 39.7 percent of respondents make decisions alone.

Dining and Home Entertainment

Respondents dine in restaurants a median 11.0 meals per month. They entertain a median of 2.9 times a month in their homes. Entertainment takes the form of casual dinners (85.1 percent), buffet dinners (46.4), cocktail parties (28.5), brunches (24.5), cookouts (63.9), restaurant parties (24.4), formal dinner parties (17.4), and catered meals (7.5).

Home and Garden Landscaping

Readers of the magazine are active gardeners and landscaping enthusiasts. Nearly half (47.7 percent) had reported changing landscaping in the past six months and another 20.0 percent in the past year. Only 11.0 percent had not landscaped their homes in the past five years.

Landscaping decisions are made by both partners. Of respondents, 60.2 percent said it was a two-person decision. Another 34.4 percent of respondents made the decision alone.

Lawn care is a household project. Over half (51.8 percent) reported members of the household take care of the job. Another 40.2 percent used a lawn service, quite popular in South Florida's affluent suburbs, and only 2.7 percent used the more traditional neighborhood kids approach.

More specifically, recent landscaping most often meant the lawn. In the past 12 months, respondents reported changing the front lawn (41.6 percent), a balcony of a condominium or apartment (3.5), a driveway or entranceway (16.7), a tennis court area (0.5), back lawn (33.5), a patio, terrace, or deck (27.9), swimming pool area (18.1), and carport or garage area (4.6). Anticipating changes in landscaping in the next two years, respondents said they plan lawn area work as well. Planned changes include the front lawn (29.1 percent), balcony (3.6), driveway or entranceway (22.0), tennis court area (0.7), back lawn (31.6), patio, terrace, or deck (24.2), swimming pool area (15.0), and carport or garage area (6.6).

Among landscaping purchases and installations made in the past year or plans to make purchases or installations in the next two years, respondents reported plants as the leading items. Specifically, purchases included a pool heater (2.5 percent have made purchases or installations/3.0 percent plan to do so), trees (33.4/28.2), sod (24.2/20.2),exterior lighting (21.0/22.0), walkways (8.1/13.2), fountains (1.2/4.9), sprinkler systems (9.3/7.6), hot tubs and jacuzzis (3.2/8.3), pool cleaner (8.6/3.7), flowers (61.8/48.4), shrubbery (49.4/44.5), pest control (28.4/9.4), patio or decking (11.0/14.7), a swimming pool (2.2/3.9), and a tennis court (0.3/0.0).

Travel

These affluent respondents are also high level travelers. A total of 53.6 percent of respondents took two or more pleasure air trips in the United States in the past 12 months. A total of 45.6 percent took two or more business air trips during the past 12 months.

The group does not, as a rule, take cruises. A majority (64.7 percent) had not taken a cruise in the past three years. However, 22.8 percent had taken one cruise and 7.7 percent reported two cruises. Only 4.8 percent reported three or more cruises in three years.

Foreign travel was expectedly lower than domestic travel. However, 40.8 percent reported taking one or more international air trips for vacations in the past year while 20.1 reported taking one or more international air trips on business in the last year. A total of 59.1 percent of respondents' households have at least one valid passport. A total of 21.3 percent have one passport and 26.8 percent have two passports. Another 11.0 percent report three or more passports in the household.

The most popular destinations of this group in the past year were the northeastern United States. In the past three years, the most popular worldwide destinations were the Bahamas and Europe. In the U.S., New England was visited by 27.4 percent, New York (31.6), California (19.9), Washington

(18.6), Colorado (8.9), Pacific Northwest (5.9), Texas (16.1), Arizona (5.7), and Hawaii (9.9).

In terms of recent international travel, Canada had been visited by 16.7 percent, Bahamas (24.2), Mexico (18.4), Bermuda (3.5), Great Britain (17.1), continental Europe (21.7), Middle East (3.3), New Zealand, Australia, and South Pacific (1.5), Japan or Asia (3.3), Africa (3.5), Central America (3.5), South America (7.7), Puerto Rico (19.2), and the Caribbean (19.7).

Financial Resources, Investments

South Florida Home & Garden readers are blessed with considerable wealth. Respondents report net worth ranging from $320 to $6 million. They hold a median net worth of $250,001. Respondents also report substantial investment portfolios. Excluding their primary homes, investment portfolios range from $450 to $3 million, with a median investment of $75,025.

Investments take many forms for these respondents. In addition to their homes, these investments were reported by respondents: IRAs-Keoghs (52.8 percent), money market funds (50.9), certificate of deposit (41.4), corporate stocks and bonds (38.4), collectibles (33.3), antiques (31.0), art (27.0), mutual funds (22.1), residential rental property (22.0), precious metals and stones (20.9), federal, state, or municipal bonds (15.4), and investment service or trust fund (7.5).

As is common with individuals with large amounts of expendable income, these respondents carry credit cards. The most popular card is Visa (74.5 percent) and Sears (69.7). Burdines, a Florida department store chain, is held by 64.2 percent. Mastercard is also popular (64.0). Other cards held by more than half the respondents are J.C. Penney and Jordan Marsh (a regional department store).

DISCUSSION

Bowdren Associates notes in its studies for Houston Home & Garden and Dallas-Fort Worth Home & Garden that the readers of these magazines "are wealthy, powerful and know how to get what they want" (Bowdren Associates, 1984). In South Florida as well, it is clear South Florida Home & Garden has reached a market which brings joy to advertisers. The high income, sophisticated lifestyles of these readers are ideal for advertising sales of "big ticket" items such as furniture, trips, and investments. Table 2 shows primary readers are demographically quite similar to those of the shelter/home and garden magazines elsewhere on the sunbelt. Table 3 indicates readers are also similar to those who read city and regional magazines today.

Tables 2 and 3 go about here

Literature has shown that city and regional magazines actively seeking the young urban professional reader

(Garrison). City and regional magazine primary reader composite demographics are particularly close on age, marital status, educational level, proportion of readers with no young children at home, proportion of full-time employment, and household income. The shelter/home and garden magazine group, probably because of the high cost of living in South Florida, has higher levels of median home value, investment portfolio, and net worth (Bowdren Associates, 1985, pp. 8-24).

There are no surprises about primary readership. Most readers read all issues, but spouses do not. Because of the utility of this type of magazine, it is retained. Many of the readers also subscribe to and read a local daily newspaper. Major articles on home decoration, landscaping, and gardening are most popular content. It seems the editors will want to strengthen the magazine with more of these types of stories--- that's why subscribers buy the publication. Least popular items such as the editor's column --- traditional in magazines--- and book reviews, might best be dropped.

Certainly the editorial content of the magazine brings results. Readers cook, buy, look, decorate, and talk after reading it. And readers spend considerable time with the magazine, suggesting there is a serious devotion to the subject matter of South Florida Home & Garden. This sort of reader loyalty will boost readership and should be a factor in enhancing advertiser interest in the new magazine.

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TABLE 1

MAGAZINE READERSHIP BY SECTION

Section/department of magazine	Reg. reads	Wants more
Major articles: home entertainment	47.3%	10.7%
Major articles: home design	73.6	28.8
Major articles: gardening	69.6	24.6
Editor's notebook column	19.6	1.0
Decorating ideas	70.8	33.3
Travel and vacation spots	51.8	14.8
Garden care	65.0	27.8
Gifts and products	38.5	7.2
Book reviews	26.6	3.5
Architecture and design ideas	53.8	17.5
Home care	48.5	11.3
Collectibles and specialties ideas	34.6	8.3
Building materials	30.2	6.5
Calendar and special events	47.7	7.5
Classified advertising	25.6	1.5
Garden spot monthly advice	51.0	19.5
Letters to the editor	25.4	1.7
Cuisine and food ideas	60.5	20.6
Real estate and investments	36.4	8.7

TABLE 2

DEMOGRAPHIC VARIABLES COMPARISONS

Demographic variable (Primary readers)	South Florida	Dallas-Fort Worth*	Houston*
Median age	43.5	42.0	39.0
Female	70.8%	71.0%	66.0%
Married	74.0%	80.0%	81.0%
Some college education	71.3%	78.0%	84.0%
In top management	32.3%	28.0%	32.0%
Median income	$ 50,018	$ 57,237	$ 69,073
Home mean value	$159,945	$154,360	$166,105
Live in home owned	82.4%	72.0%	70.0%
Investment portfolio mean	$181,565	$149,636	$172,430
Median net worth	$250,001	$238,158	$236,184

* Don Bowdren Associates, Dallas-Fort Worth Home & Garden Reader Profile, Media-Market Research, Huntington, Conn., 1984 and Don Bowdren Associates, Houston Home & Garden Reader Profile, Media-Market Research, Huntington, Conn., 1984.

TABLE 2 (CONTINUED)

DEMOGRAPHIC VARIABLES COMPARISONS

Demographic variable (Primary readers)	Phoenix*	Southern Accents**	Southern Living ***
Median age	46.0	51.0	-----
Female	61.8%	85.3%	-----
Married	83.8%	78.5%	81.2%
Some college education	78.5%	91.5%	73.2%
In top management	-----	33.6%	16.0%
Median income	$ 51,890	$ 72,700	$ 44,070
Home mean value	$146,973	$236,500	$124,228
Live in home owned	96.5%	96.1%	90.7%
Investment portfolio mean	$204,267	$357,300	-----
Median net worth	$226,471	$574,700	-----

* C.I.C. Research, Inc., Phoenix Home/Garden's 1984 Demographic Study, C.I.C. Research, Inc., San Diego, Calif., 1984.

** Simmons Market Research Bureau, Inc., A Profile of Subscribers: Southern Accents, Simmons Market Research Bureau, New York, N.Y., 1984.

*** Southern Living Research, Southern Living Subscriber Profile 1985, Southern Living Media and Market Data Reports, Birmingham, Ala., 1985.

TABLE 3

DEMOGRAPHIC VARIABLES OF TWO SAMPLES

Demographic variable (Primary readers)	S. Fla. Home and Garden	City and Regional Mag*
Median age	43.5	45.2
Female	70.8%	54.5%
Married	74.0%	69.6%
No children at home under age 17	60.4%	70.6%
At least some college education	71.3%	78.1%
Full-time employed	57.2%	59.8%
Employed in top management	32.3%	41.1%
Median household income	$ 50,018	$ 53,057
Primary residence median value	$125,007	$107,686
Residence in home they own	82.4%	71.9%
Investment portfolio median	$ 75,025	$ 61,020
Median net worth	$250,001	$188,967

*Based on the Don Bowdren Associates 1985 study for the City and Regional Magazine Association. Reflects samples from 29 publications, including one from South Florida, with 18,949 primary readers.